

PUBLIC REPORT BY PROMTPRESS

Channel audit

TOP CONTENT



@topchikstory

Channel with free story content @topchikstory Channel with backgrounds → @smm_shpargalka Neural networks @nk_neiro Max 👉 <https://max.ru/topchikstory> Channel registered in...

SUBSCRIBERS

29 157

-406 per month

ERR (% SEE POSTS)

6.0%

in 24h **2.8%**

REACH/POST

1.5K

ad reach **806**/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 29 157 —	 SUBSCRIBER REACH 5.2% avg % subs see post	 VIEWS/POST 1.5K median 1.6K · 28 days	 POSTS/WK 15.3 over period
 7D TREND +0.5% vs previous week	 REACTIONS/POST 43.4 total 2,735 reactions, 569 reposts, 55 comments	 POST LENGTH 280 chars median 219 · 28 days	 POSTS ANALYZED 63 28 days
 AD REACH 806 24h avg	 CHURN / MONTH -406 last month	 CITATION RATE 188 citation index · 373 channels mentioned all time	 CHANNEL AGE 5 years 3 months created 15.03.2021

AI EDITOR SUMMARY

Channel «TOP CONTENT» – 29 157 subs. Each post averages 1.5K people (5% of subs), reach is low – should grow audience. Publishes 15 posts per week (~2/day) – regular schedule. For the week Jun 29 – Jul 5 reach stable (+0.5% vs week 22–28 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 63 posts in 28 days.
- 02 Dominant format – Video (29/63 posts).
- 03 Avg post length – 280 chars (median 219).
- 04 Peak audience activity – Friday, 12:00 MSK.
- 05 Top posts get 2× more views than the weakest (1.9K avg for top vs 964 for worst) – among 63 posts in 28 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 02:27 PHOTO catch the #predictive for the week 🥰 Inhale - exhale and pick a card Need an extra hint? Write number 1 to 24! My lady...	VIEWS 1 933 REPOSTS 17	REACTIONS 79 ER 6.6%
Nº2 21.06 · 04:26 VIDEO 🥰🥰🥰🥰🥰🥰 On June 22, 23 & 24 #daysofweek I'm reposting them in max 💬, if it doesn't download - grab it there 🙌 STORIES IN MAX 🙌 NEURAL NETWORKS IN MAX Give...	VIEWS 1 906 REPOSTS 7	REACTIONS 52 ER 6.5%
Nº3 19.06 · 09:16 VIDEO #мотивация 💬 MY CHANNEL IN MAX 🙌 tap © @topchikstory	VIEWS 1 858 REPOSTS 5	REACTIONS 32 ER 6.4%

Nº4 29.06 · 02:27 PHOTO catch the #predictive for the week 😍 Inhale - exhale and pick a card Need an extra hint? Write number 1 to 21! I want separately...	VIEWS 1 858 REPOSTS 15 REACTIONS 98 ER 6.4%
Nº5 20.06 · 03:07 VIDEO Content for #weekend Stickers available here 👉 DOWNLOAD STICKERS 🗨️ MY CHANNEL IN MAX 👉 click © @topchikstory	VIEWS 1 854 REPOSTS 11 REACTIONS 41 ER 6.4%

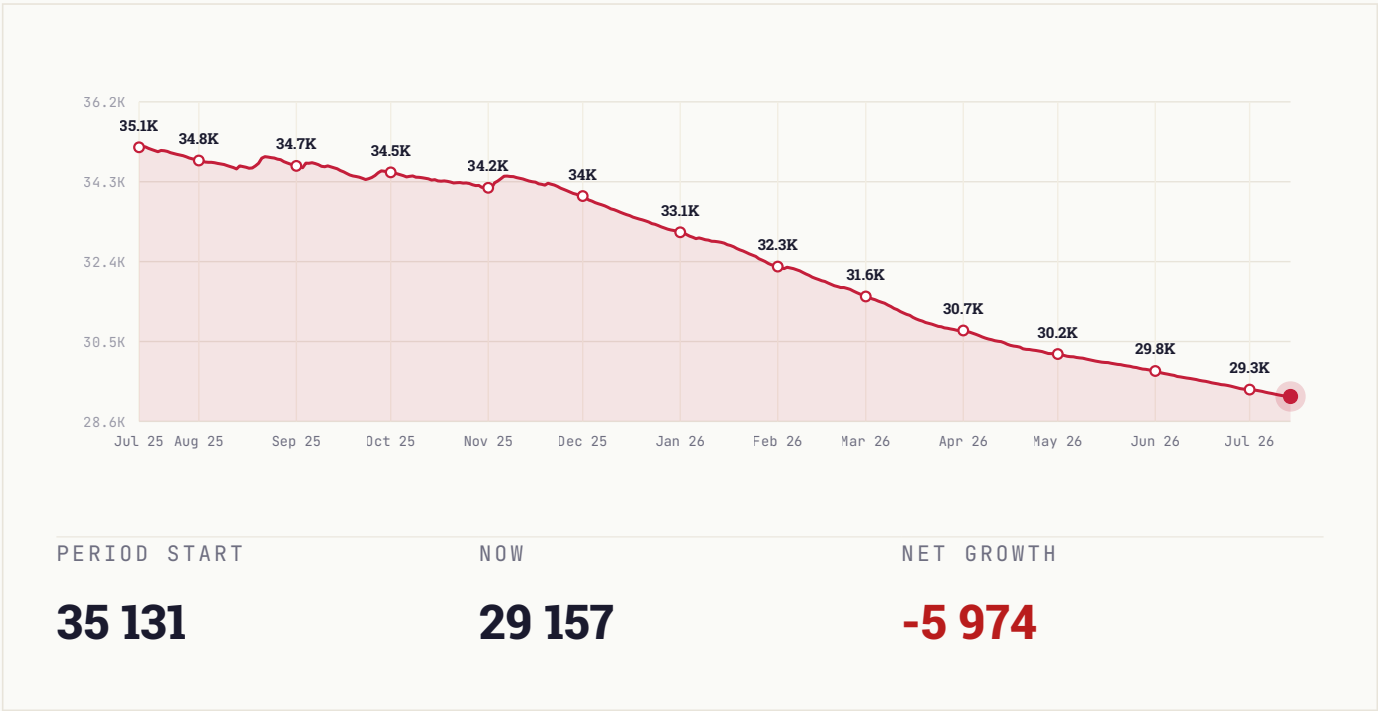
WORST 3

↓ 10.07 · 02:53 PHOTO Good Friday morning! 🙏 Stickers below for those who want to make such a story on their own background 🤗 © @topchikstory	VIEWS 996 REPOSTS 1 REACTIONS 30 ER 3.4%
↓ 10.07 · 14:47 PHOTO Hey, we uploaded many new templates to KADROM bot, check them out – my link gives you a few free frames. And they now have...	VIEWS 969 REPOSTS 3 REACTIONS 15 ER 3.3%
↓ 10.07 · 10:21 VIDEO And here's some content for #weekend in the same style, stickers didn't survive, sorry 🙏 © @topchikstory	VIEWS 927 REPOSTS 5 REACTIONS 39 ER 3.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

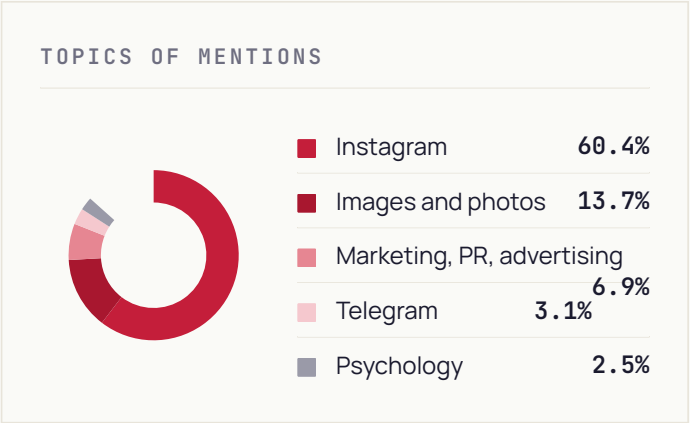
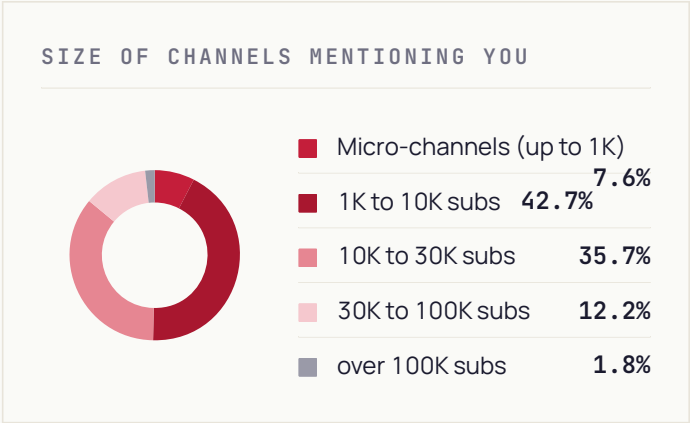
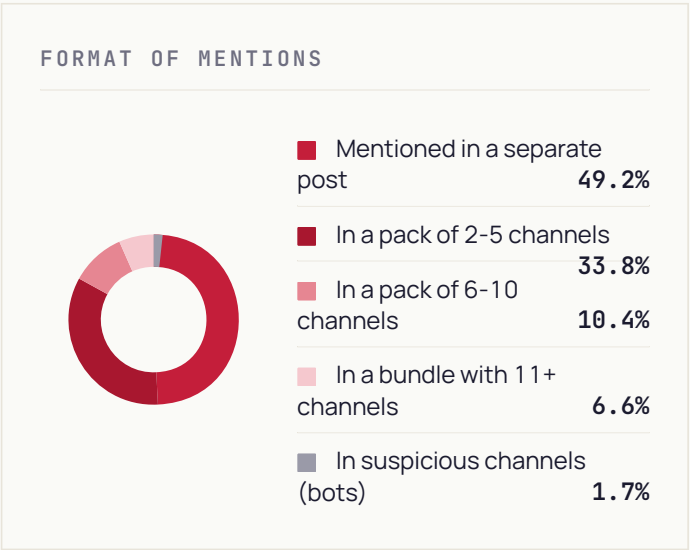
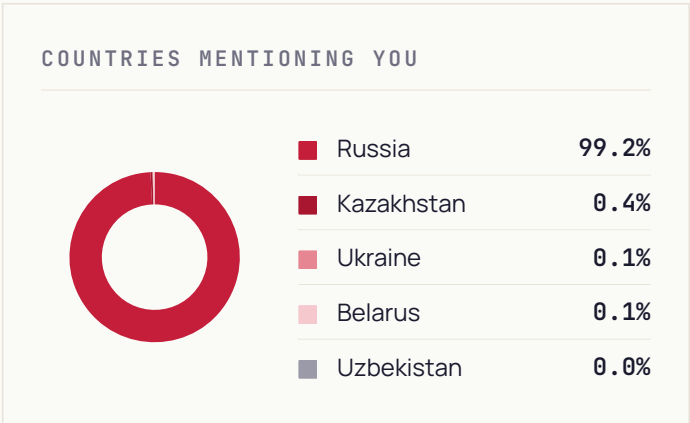
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

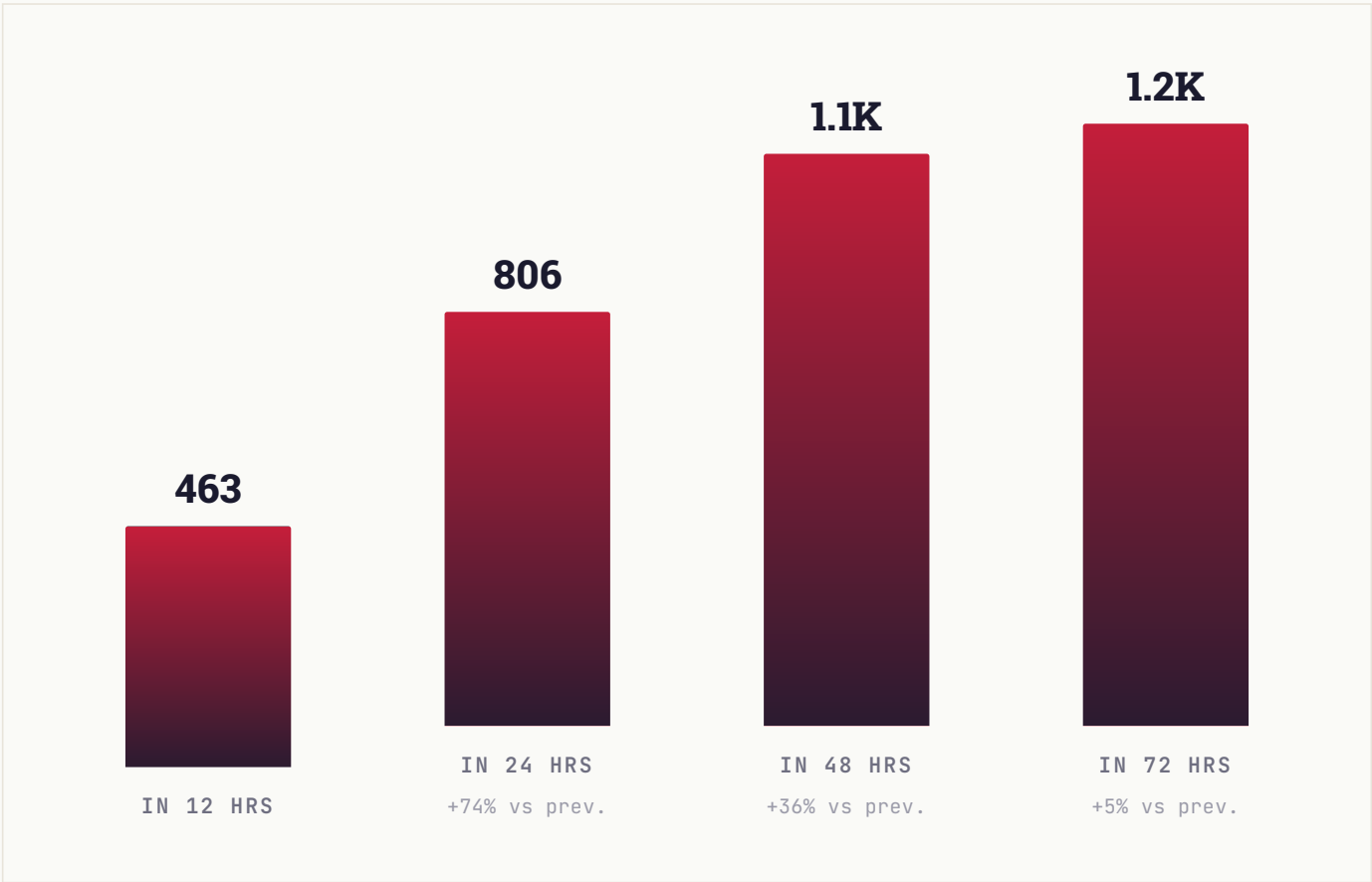
Citation index **188** — channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **373** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
اا استوری اینستاگرام	439.7K
آم آهنگ موزیک جدید شاد	349.5K
رد ربات دانلود استوری و پست از اینستاگرام	207.3K
Tue VIDEO FOR STORIES	137.5K
ShC Cap Cut Templates Kap Kut	131.3K
P• piaceim • presets & blogging	126.3K
نپ NESA PIRUZIFARD انسا پیروزی فرد	124.2K
آآ ĀAKLAB	115.2K
ShC CAPCUT TEMPLATES KAPKUT KUT	113.6K
CP PNG STICKERS FOR STORIES	110.6K
TC TOP CONTENT YOU	29.2K

COMPARATIVE SUMMARY

Channel in bottom half of top-100 niche (#60 of 99). Niche median — 32.8K subs. First KPI for growth — reach the median. Leader: استوری اینستاگرام (439.7K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **246**, they brought **1 140** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	7	4	19
December 2025	4	3	0
Nov 2025	28	12	340
Oct 2025	124	18	82
Sep 2025	22	8	349
August 2025	61	12	350
TOTAL MENTIONS			246
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			1 140

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

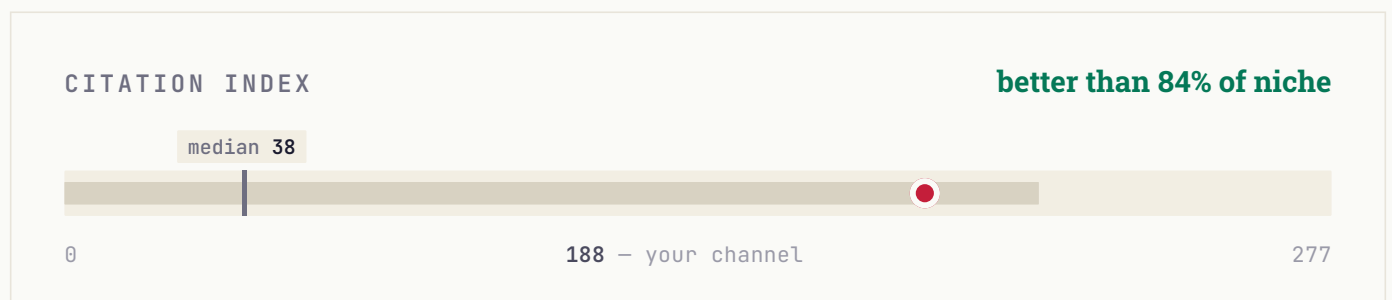
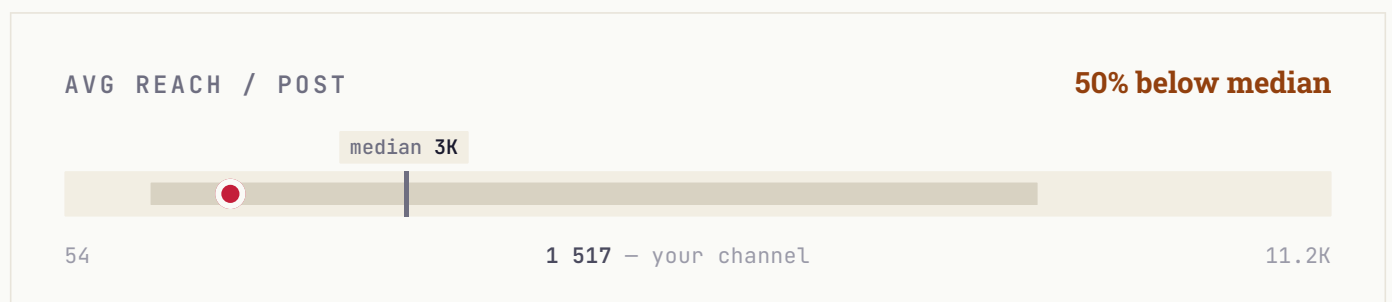
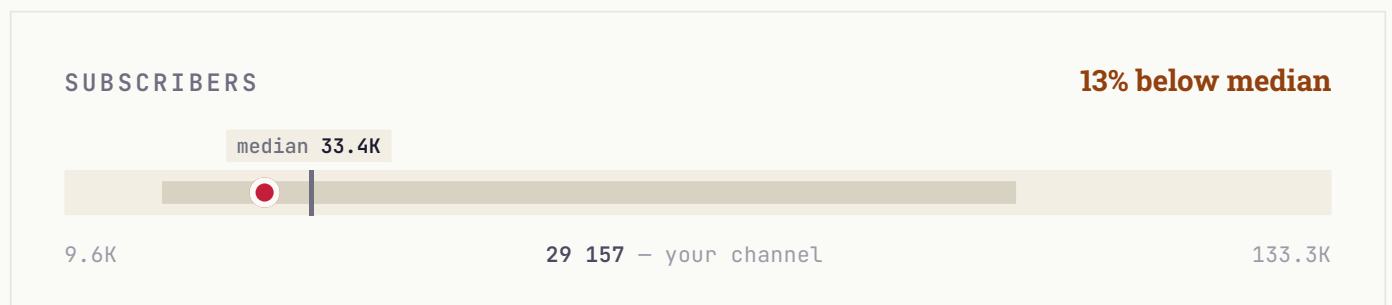
Took top-**100** channels in category «Instagram» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#60

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Friday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 5.2% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.3pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads with us and hit your growth plan
in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
